C1750-1A

The Fifth Estate

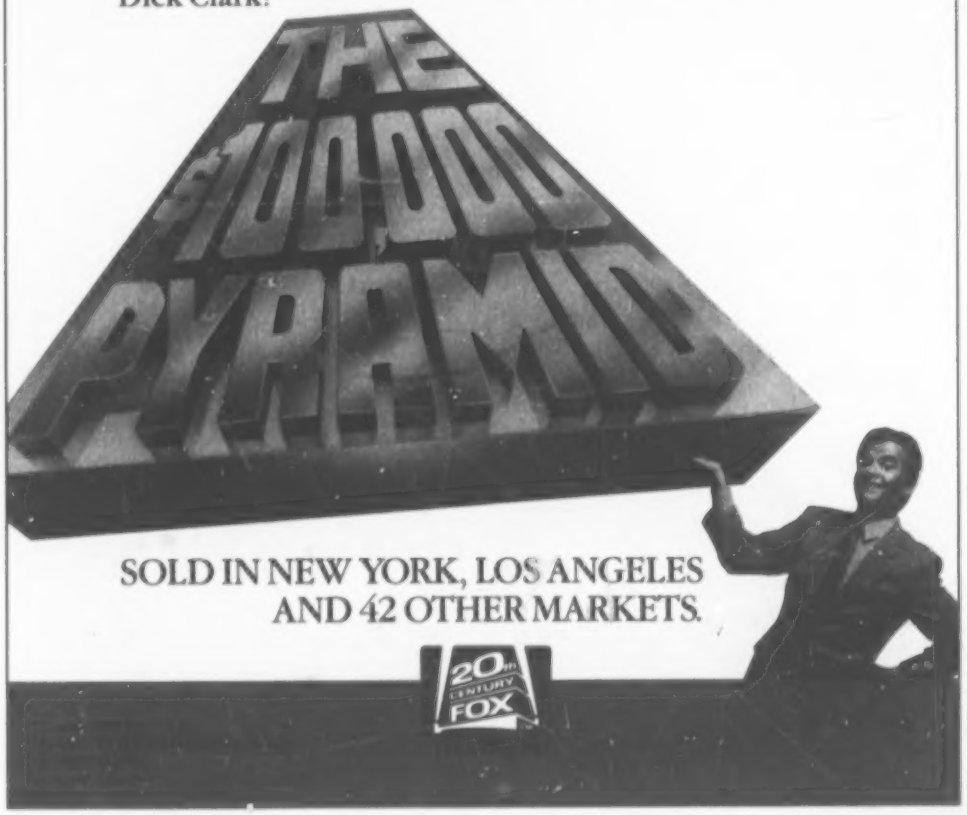
RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 8

WHEN IT COMES TO GAME SHOWS, THERE'S NO CONTEST.

▲ Top audience recruiter of all half hour shows! 42% Share Gain vs. Lead-in for CBS Pyramid in Top 100 Markets.*

▲ Stars television's most popular game show host— Dick Clark!**



SOLD IN NEW YORK, LOS ANGELES AND 42 OTHER MARKETS.

20th CENTURY FOX

54th Year 1985

SATELLITE '85

BETHESDA MD 20814

4520 EAST-WEST HWY
CONGRESSNL INFO SRV **SAMPLE
SRI ACQ
20814SRI AT0501 2WZ

Vol. 109 No. 2

Broadcasting Jul 8

"Special Report" of satellites
CBS moves to repurchase its stock
Post mortem on hostage coverage

COMES THE BUYBACK □ CBS announces plan to repurchase some 21% of its stock. Move is seen as hindering takeover attempt by Turner. **PAGE 31.**

HOSTAGE ADDENDA □ Networks rate overall coverage of hostage crisis as good, other observers raise question of media manipulation. **PAGE 33.**

CLOSING IN □ *Today* show nudges closer to number one *Good Morning, America* in early morning news race. **PAGE 35.**

PUTTING ON THE SHOW □ Technological and manpower effort for all-day, two continent, live concert to aid famine victims largest of its kind since summer Olympics. **PAGE 36.**

WILL IT SURVIVE □ Outcome of troubles between Chris-Craft and Warner should be known in the next few weeks. **PAGE 40.**

SATELLITE 85 □ Satellite technology continues to change the way the media in the Fifth Estate conduct business. Proliferation of satellites and transponders is driving the cost of their use down. **PAGE 46.** Plans for DBS may be on back burner as cable looks to C-band and Ku-band technology to solve some of its problems. **PAGE 52.** Satellite broadcasting is becoming predominant delivery method for networks as NBC opts for Ku-band and CBS and ABC C-band. **PAGE 56.** Satellites are also having their effect on the delivery of syndicated programing. **PAGE 58.** One of the latest developments to spring up from the growth of satellite technology is the teleport—they now number 23, either operational, under construction or planned. **PAGE 64.** Now that radio networks are already using satellites extensively, the search is on to fill excess capacity with data services and programing from independent producers. **PAGE 66.** Satellite news gathering is making its mark. **PAGE 68.**

CABLE SYNDICATION □ Situation comedies on cable may make their way into broadcast syndicated marketplace. **PAGE 74.**

NEW OFFERING? □ HBO is toying with idea of another channel offering, a hybrid of HBO and Cinemax, to be called HBO Plus. **PAGE 75.**

SEEKING BLESSING □ Capcities/ABC asks FCC to approve purchase of network, requesting waiver of duopoly rule and extra time to dispose of radio properties. **PAGE 84.**

OUT OF COURT □ Cecily Coleman and ABC settle out of court. **PAGE 79.**

ON THE OFFENSIVE □ National Conservative Foundation launches $1-million campaign to heighten public awareness of what it says is "liberal bias" of media. **PAGE 81.**

FREELANCE VICTORY □ Freelance journalist who sued ABC wins suit surrounding on-air credit. **PAGE 82.**

AT HOME □ Bill Clark, president of Shamrock Broadcasting's radio division and chairman of NRBA, is right where he wants to be. **PAGE 103.**

INDEX TO DEPARTMENTS

Business Briefly 10	Editorials 106	In Sync 83	Programing 74
Cablecastings 8	Fates & Fortunes 99	Law & Regulation 84	Riding Gain 72
Changing Hands 80	Fifth Estater 103	The Media 79	Stock Index 71
Closed Circuit 7	For the Record 86	Monday Memo 16	
Datebook 18	In Brief 104	Open Mike 26	

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $65, two years $125, three years $175. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $85. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: American Airlines Priority Parcel Service Third Cover □ American Uplinks, Inc. 59 □ Associated Press Broadcast Services 10 □ Bank of Montreal 77 □ Blackburn & Co., Inc. 80 □ Blair Entertainment Second Cover/3 □BMI 63 □ BrightStar 75 □ Broadcast Electronics, Inc. 22 □ Classified Ads 90-98 □ Claster Television Productions 11 □ CommTek 53 □ Continental Electronics 73 □ Conus Communications 41 □ Dallas-Fort Worth Teleport 64 □ Delta Airlines 9 □ Gammon & Ninowski Media Investments, Inc. 86 □ Samuel Goldwyn 44-45 □ Grandy & Berkson Media Brokers 84 □ Group W Productions 48 □ GTE Spacenet 47 □ Heller-Oak Communications Finance Corp. 81 □ Hughes Communications, Inc. 51 □ ITC Entertainment 30 □ Kalil & Co., Inc. 83 □ Katz Independent Television 61 □ KHJ-TV 4 □ LBS Communications, Inc. 17, 19, 21 □ Lorimar 15, 23, 24-25, 27 □ Major Market Radio 65 □ MCATV 6 □ Modulation Sciences, Inc. 67 □ National Public Radio Satellite Services 57 □ Paramount Television and Video Programming 39 □Professional Cards 88, 89 □ RKO Television 4 □ Robert W. Rounsaville & Associates 82 □ Satellite Gateway Communications, Inc. 42 □ Services Directory 89 □ SONY 28-29 □ Telepictures Corp. 12-13, 54-55 □ Television Videotape Satellite Communications 50 □ 20th Century Fox Television Front Cover □ Valley National Bank 79 □ Warner Bros. Television Distribution 49 □ Western Union Satellite Services 62 □ WGN-TV 69 □ Wold Communications 60 □ Worldwide Church of God Fourth Cover

better part of two decades before the technology and economics of satellites had evolved to a point where the networks felt it was a good move to make. NBC's Ku-band network is in place and ABC and CBS are pushing forward with C-band networks that should be complete by late 1986 or early 1987. The Public Broadcasting Service was the first on the satellite bandwagon, beaming programing to member-stations via the Westar system in 1978. But its system is starting to show the signs of age and it being upgraded.

The networks are not the only programers committed to using satellites. The program syndicators have embraced the technology as a econonmic means of distributing their shows, particularly those with topics and commercials that can't wait to be "bicycled" around the country. Several firms are competing for the business, which, to their collective satisfaction, seems to be growing steadily.

The marketplace value of a satellite is determined, to a large extent, by the number and location of the earth stations looking at it. So satellite carriers should be pleased by the proliferation of teleports, independent satellite earth stations willing and able to link up with any satellite on the orbital arc. The teleports are more than earth stations, however. They are, or try to be, telecommunications hubs, providing the nexus between regional terrestrial networks and the satellites.

The radio networks have been quicker than their television counterparts in moving to satellite programing distribution, so it's not surprising they are beyond that point and are now looking to use their satellite networks to create ancillary businesses and extra revenues.

First there was ENG, now there is SNG—satellite news gathering. With Conus Communications in the lead, broadcasters—at networks as well as stations—are making increasing use of transportable earth stations, not just to cover major events across the country, but to cover everyday stories across the state or even across town. And the use of satellites has permitted stations in different parts of the country to band together into mini-networks—some formal, other informal—to cover and exchange news.

Satellite supply and demand laws benefiting users

Economic axiom of more birds and transponders is correlating into lower prices and greater availability

It's still a buyer's market.

Because of the continuing oversupply of satellite transponders, smart satellite users—in the market for anything from a full-time transponder to an occasional hour or two—can still shop around and come up with some real bargains.

But, according to many satellite observers, the marketplace imbalance (and the bargains) will not last forever. After next year, the supply of transponders, which has been increasing steadily for the past few years, will begin leveling off. At the same time, demand, spurred primarily by corporations seeking to establish private satellite networks to "bypass" the telephone companies, is expected to pick up considerably.

"The market clearing price has gone down over the last two years," said Fred Knipp, assistant vice president, commercial transmission systems, Western Union, the pioneer commercial domestic satellite carrier. "Anybody who has a satellite up there that isn't filled is going to fill it up at any price."

"There is definite price competition among the [satellite] resalers and the underlying carriers themselves," said Bob Wold, chairman, Robert N. Wold Co., the oldest and largest resale carrier and satellite services company. "Tariffs have all but gone out the window."

The satellite carriers that have suffered the most are those with satellites that only have a small number of earth stations looking at them. For a satellite to retain its value in today's market, said Harold Rice, vice president, business planning and development, RCA Americom, it has to be part of some sort of "network." "The space segment by itself is not enough," he said. "If you're just throwing [satellites] into the pot right now, you are going to have a tough time leasing them."

Satellite capacity has grown rapidly over the past five years. Over the last 14 months alone, seven satellites, containing 84 C-band and 38 Ku-band transponders, were placed into orbit. While it is also true that four first-generation satellites were retired during the same period, all were providing limited service.

Today, there are 23 satellites in orbit with 408 C-band and 68 Ku-band transponders. By May 1986, five more satellites (60 C-band and 60 Ku-band transponders) are scheduled to take their places in the increasingly crowded orbital arc. The newcomers include Westar VI, which will replace the aging Westar II, and Telstar 303, which was launched last month to replace Comstar III.

The satellite market's current quandary is due more to too much supply than to too little demand, said Pat McDougal, manager, space business consulting, KMG Main Hurdman, an accounting and management consulting firm. "There's a glut because [the satellite carriers] figured the transponder market would grow forever. But there was no way the market could have grown at the same rate it did three or four years ago," he said. Demand is still growing at the "pretty healthy rate" of between 10% and 20% a year, he added. "But the supply has doubled in a very short period of time."

According to Robert Patterson, who keeps a close eye on the marketplace as president of Netcom, a Los Angeles-based resale carrier and satellite services company, the price of an hour of "occasional" satellite time during prime time from carriers or resale carriers has fallen from highs of around $650 a few years ago to $400 or even less with volume discounts. "The graveyard shift—the early morning hours—is virtually unsalable."

The oversupply of transponders has been a mixed bag for Netcom. During the summer Olympics in Los Angeles last summer, the demand from television and radio for satellite time was "tremendous," Patterson said. Netcom needed 14 transponders to accommodate all its customers, he said, yet had "no trouble" leasing time from carriers and other resale carriers.

On the other hand, he said, the falling prices for satellite time have put a financial strain on resale carriers that bought up large parcels of satellite time when prices were high, he says. "It's becoming more and more difficult to make a living."

"We are just like an airline," said Wold, using an analogy popular in the satellite industry in explaining the falling prices. "We try to fill as many seats as we can. We would love to be able to fill all the seats . . . on all our transponders." Wold now manages to fill between 65% and 70% of its satellite time, he said, and that's the least it can do and still hope to be profitable. "If an airline has more than a third of its seats open all the time, it is not going to make any money."

The oversupply can be traced, in part, to FCC regulatory procedures and to the nature of satellite construction. Because it takes years to assemble a satellite, satellite carriers are forced to predict the market years in advance and, because the FCC has adopted a practice of authorizing the construction of satellites in batches, satellites, as Knipp put it, "get launched in big gobs of capacity." The process, Knipp said, creates a series of temporary excesses or temporary shortages.

The transponder glut is not unprecedented in the brief, 11-year history of commerical domestic satellite business. As Wold noted, Western Union's Westar I and RCA Americom's Satcom I, which were packed with traffic by 1980, were virtually empty during their first couple of years in service in the mid-1970's. Like the pioneers, he says, GTE Spacenet and SBS, which now have a lot of excess capacity, are simply "ahead of the marketplace."

From the beginning, the domestic satellite business has been driven primarily by television and radio. Cable television and, to a lesser extent, broadcasting have made ample use of the satellites for program distribution and for "backhaul" of news, sports and live events. In the early 1980's, the crush of cable and broadcast users and limited satellite capacity combined to keep prices high and to encourage satellite carriers to make plans to put more satellites in orbit.

Although broadcasters are making increasing use of the satellites, demand from the television industry hasn't come close to keeping up with supply. The principal reason is maturation of the cable programing business, which, by its nature, gobbles up satellite capacity by the transponder, not by the hour. Some programing ventures have gone

out of business and new ventures are emerging far less frequently.

In what is indisputably the greatest marketing coup in the history of satellite communications, Hughes Communications sold the transponders on Galaxy I, launched in June 1983, to Home Box Office and other leading cable programers for as much as $14 million each, making Galaxy the dominant cable bird and making for Hughes an enormous profit.

Although Galaxy I remains the best place to reach the cable market, programers that purchased extra transponders on the satellite at top prices when the future of cable programing appeared limitless are now happy to sublease them at cost. Group W Satellite Communications, for instance, is said to be making little profit on its lease of a Galaxy I transponder to the Discovery Channel for around $200,000 a month.

The history and situation on RCA Americom's cable birds is much the same. During the halcyon days of cable programing, new services paid whopping "key fees" to holders of leases of Satcom III-R and its predecessor Satcom I for spots on the bird. In 1981, Premiere, the pay-cable service formed by motion picture studios, paid Southern Satellite Systems $4 million for its spot on Satcom I. When the Justice Department put Premiere out of business, Premiere turned around and sold the transponder rights to Landmark Communications for its Weather Channel for $10.5 million. Although a key fee is still required to secure a spot on Satcom III-R, it's not anywhere near $10 million, or even $4 million.

In November 1981, Sotheby Parke Bernet, on behalf of RCA, auctioned off seven transponders on Satcom IV, which RCA was trying to fill with cable programing as a complement to Satcom I/Satcom III-R, to cable programers and speculators for prices ranging from $14.4 million to $10.7 million—a total of $90.1 million. Although the FCC later disallowed the auction, RCA took the average of the auction prices and reoffered the transponders for a "pre-paid lease" of $13 million. However, on the appointed day in April 1982, only three of the eight available transponders were "leased."

The satellite carriers see private satellite networks—closed-circuit satellite networks tailored to the businesses they serve—as their best hope for returning to the seller's market of the late 1970's and early 1980's. The networks, which would compete with the established telephone companies, would allow companies to exchange data, voice and, in many cases, video through shared or on-premise earth stations. The growth of private data networks is expected to be spurred by the technological developments that are lowering the cost and size of customer-premise earth stations. According to Michael Jeye, director, space services marketing, GTE Spacenet, which is counting heavily on the private networks market to soak up its excess capacity, small (four-to-six foot) earth stations capable of two-way digital communications are available today for less than $20,000.

The private-network market had better develop, because few are predicting significant growth in telephone trunking business. Indeed, some believe that the backbones of the telephone systems of the future will not be on the satellites, but where they have traditionally been—on the ground.

AT&T is currently investing heavily in digital terrestrial networks that will comprise 35,000 miles fiber optics, microwave and coaxial cable links by 1988. According to Jack Zsakany, district manager, Skynet satellite services, AT&T, the company's decision not to build and launch its planned fourth Telstar satellite was based, in part, on its desire to keep its long-distance telephone traffic on the ground. Other factors were advancement in digital compression techniques, which improve the efficiency of transponders, and the general oversupply of transponders.

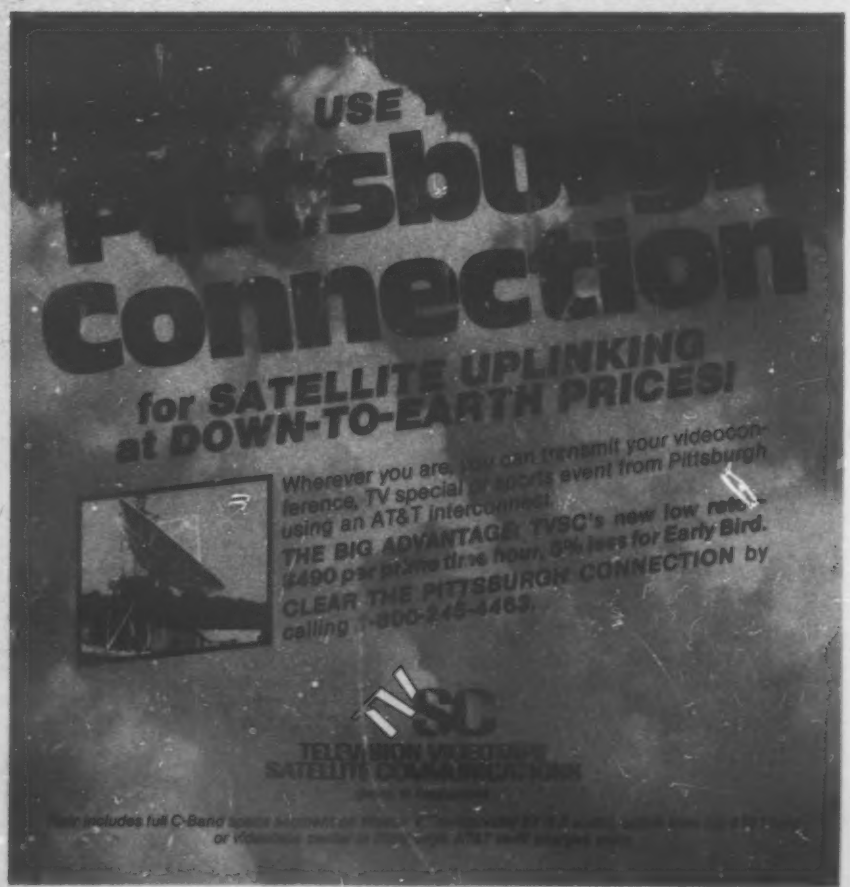
Working in favor of the supply side of the marketplace is the approach of the end of the long line of satellites authorized by the FCC in August 1983. After 1986, the industry will experience a relative lull in the launching of satellites, giving demand a chance to catch up with supply.

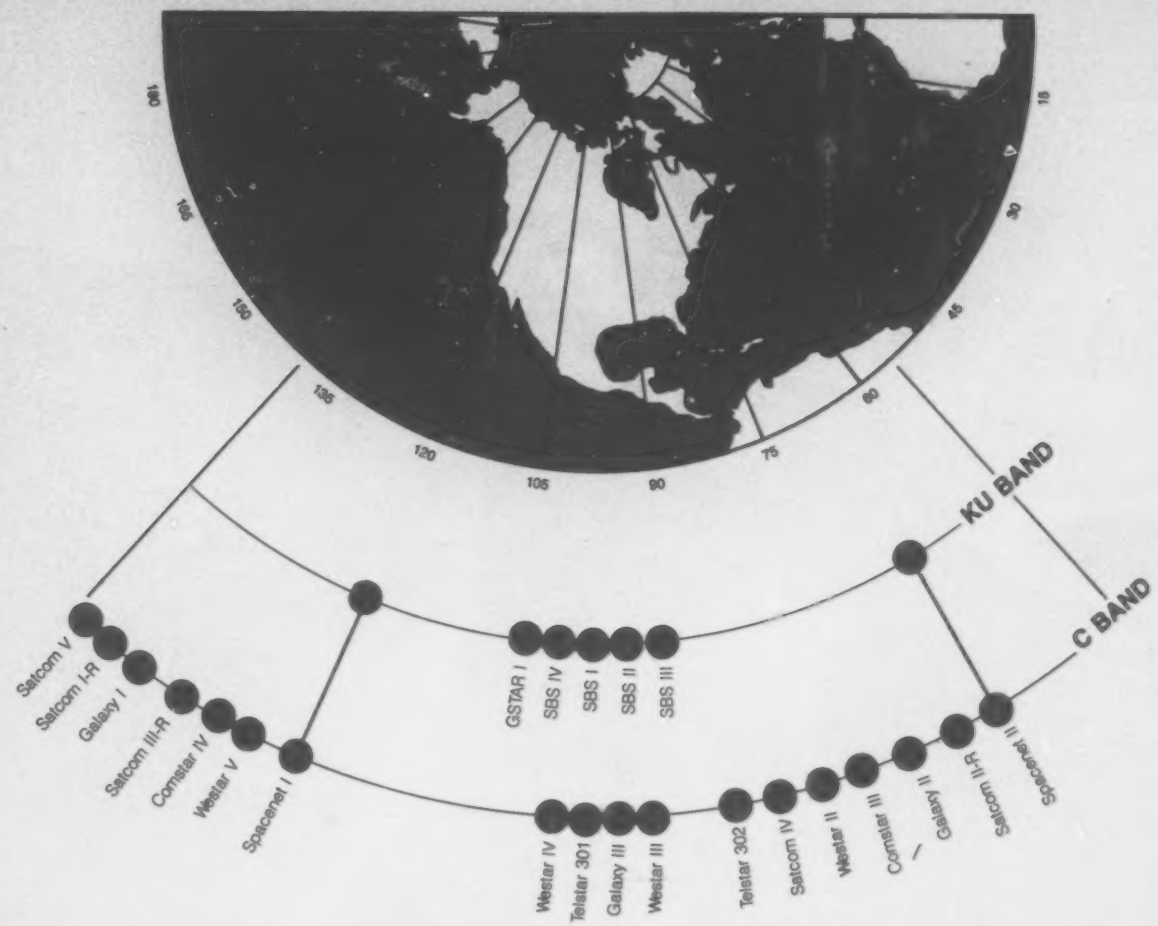
The FCC, however, is now reviewing applications for dozens of new satellites that would, if granted, begin filling up most, if not all, of the remaining orbital slots late this decade and early next. Once the new generation of satellites is authorized, how fast they are built and launched should provide some indications of the state of the market. If the demand continues to fail to meet supply, many of the today's proposed satellites will not be built or launched.

All in all, most see the long-term problem of the satellite industry as a shortage, not a surplus. The Communications Center of Clarksburg, Md., a consulting firm that watches the satellite market, predicted in a recent study that in 1989 the current Ku-band surplus will turn into a shortage that will become more and more severe during the 1990's. "With proper marketing," the study concluded, "'the existing and near-future [Ku-band] satellites should enjoy a brisk demand for their capacity."

The current "softness" in the transponder market will "tend to disappear in the late 1980's as all the orbital slots fill up with satellites and more and more users come into the marketplace, particularly business users," said Wold. "The supply and demand curves will come together after 1990," he predicted, as the supply of satellite tops out. "There will not be any more satellites. We will have run out of obital slots."

Like all industries, satellite communications business moves forward with some amount of faith. "The future is going to be driven by unknown unknowns," said Otto Hoernig, vice president, space systems, American Satellite Co., which owns 20% of the capacity on the Westar system and which is putting up its first satellite in August. "I don't think any of our crystal balls are that good. We're dealing with a dynamic marketplace and, given the capacity and the technology, our customers are going to dream of new ways to use it." (A chart of the communications satellites appears on page 50. The "Special Report" continues on page 52.) □


USE
connection
for SATELLITE UPLINKING
at DOWN-TO-EARTH PRICES!
Wherever you are, you can transmit your videoconference, TV special or sports event from Pittsburgh using an AT&T intercompany
THE BIG ADVANTAGE: TVSC's new low rates—
$490 per prime time hour, 50% less for Early Bird.
CLEAR THE PITTSBURGH CONNECTION by calling
TVSC



Where the birds are

Carrier	Satellite	# of Ku-band trans.	# of C-band trans.	Orbital slot	Launch date
AT&T/Comsat					
1.	Comstar III[1]	—	24	76[1]	June 1978
2.	Comstar IV[1]	—	24	127	March 1981
3.	Telstar 301	—	24	96	July 1983
4.	Telstar 302	—	24	86	Sept. 1984
GTE Spacenet					
5.	Spacenet I	6	18	120	May 1984
6.	Spacenet II	6	18	69	Nov. 1984
7.	GSTAR I	16	—	103	May 1985
Hughes					
8.	Galaxy I	—	24	134	June 1983
9.	Galaxy II	—	24	74	Sept. 1983
10.	Galaxy III	—	24	93.5	Sept. 1984
RCA Americom					
11.	Satcom I-R	—	24	139	April 1983
12.	Satcom II-R	—	24	72	Sept. 1983
13.	Satcom III-R	—	24	131	Nov. 1981
14.	Satcom IV	—	24	84	Jan. 1982
15.	Satcom V	—	24	141	Oct. 1982

Carrier	Satellite	# of Ku-band trans.	# of C-band trans.	Orbital slot	Launch date
Satellite Business Systems[2]					
16.	SBS I	10	—	99	Nov. 1980
17.	SBS II	10	—	97	Sept. 1981
18.	SBS III	10	—	95	Nov. 1982
19.	SBS IV	10	—	101	Aug. 1984
Western Union					
20.	Westar II	—	12	78.5[3]	Oct. 1974
21.	Westar III	—	24	91[3]	Aug. 1979
22.	Westar IV	—	24	99	Feb. 1982
23.	Westar V	—	24	122.5	June 1982

[1] AT&T plans to place Telstar 303, which was launched last month, into orbit at 125 degrees between now and mid-August and move Comstar IV at 127 degrees to 76 degrees to replace Comstar III, which is being retired.

[2] Under an agreement announced two weeks ago, MCI will acquire SBS I, SBS II and SBS III. IBM, majority owner of SBS, will become sole owner of SBS IV as well as SBS V and SBS VI, set for launch in 1986 and 1987, respectively.

[3] Westar II, now long passed its design life, will be retired this month. After Westar IV is launched in March 1986, Western Union plans to locate it at 91 degrees and move Westar III, now at 91 degrees, to 78.5 degrees in place of Westar II.

recent announcement of the reorganization by saying that "no more staff cuts" were planned and that "we're not getting any leaner." The staff changes were the result of a feeling that Lifetime was "overstaffed in comparison to networks of the same size."

Sandwick added last week that the company sees a bottom line "and we're meeting it." She confirmed that Lifetime's ad revenues last year were $18-20 million, and said that this year's revenues would be $20-25 million.

"It's a fairly simple restructuring," said Jules Haimovitz, executive vice president, Viacom Entertainment Group, and part of the nine-member Lifetime "management committee" composed of three representives from each of the services' partners, ABC Video Enterprises, Viacom, and Hearst. According to Haimovitz, the management committee was approached with the staff recommendations by Lifetime president and chief executive officer, Thomas Burchill. The committee, he said, agreed with Burchill's recommendations. Burchill, on vacation, could not be reached for comment.

Haimovitz also pointed out that it was the "hope" of the board that the cable service "will cross the break-even point next year. We're right on schedule for turning a profit."

The Lifetime reorganization will feature a renewed emphasis on programing. In combination with the staff change announcement, the service announced acquisition of a 15-title movie package from Viacom that is targeted to women. Marcella Rosen, senior vice president and media director at NW Ayer, called the package a "good idea." Rosen discounted the staff changes as "inevitable" for a younger broadcasting service. "All new programing channels have had their problems."

Ira Tumpowsky, senior vice president for cable television at Young and Rubicam, said that Lifetime is "still fighting to identify with an audience. [Lifetime] doesn't seem to be moving along as rapidly as they hoped." Tumpowsky doubted Lifetime projection's of profitablity within a year. "We feel this is an extremely important revenue stream," he said, but he added that the network needed to work to create an identity and also said they needed to "work harder at promoting at the local level." Recommending that advertising dollars be spent on Lifetime "is going to be very tough," he concluded.

Haimovitz said that Lifetime's focus on a female audience, as further evidenced by the acquisition of the Viacom package with its female-oriented titles and by the service's intent to show the titles during late afternoon and late evening time periods, could result in the airing of issue-oriented movies in conjunction with talk show specials. As an example, he suggested the *Burning Bed* in combination with a forum on domestic violence. Haimovitz also suggested that the programing resources of Lifetime's owners could be tapped.

Alan Gottesman, media analyst for L.F. Rothschild, said that the future of Lifetime will require the patience of its partners. But he added that the service was not a matter of keen interest among analysts. "I relegate cable-delivered advertiser services to the basement," he said, adding: "I can't think of anyone [meaning media analysts] for whom this would be important." □

NBC continues prime time dominance

NBC took its ninth prime time ratings victory in the 10 weeks since the end of the regular season (April 21) despite a strong performance for the second week in a row by CBS's regular Monday schedule. NBC ended the week with an average 12.6 rating and 24 share based on Nielsen's National Television Index. CBS had a 12/22, and ABC a 9.8/18.

An *NBC News Special*, "First Lady Nancy Reagan" (12.7/22) placed 21st for the week. ABC's *20/20*, which finished ninth for the week (15.3/28), included ABC reporter Charles Glass's reportorial coup of the week, an interview with three of the hostages at a seaside resort.

The week's other hostage-related program, an *ABC News Special Report* on the hostage crisis that aired Sunday 7-8 p.m., finished 58th (8.1/18).

HUT levels were up 3% to 53.6 from last year's 51.9. Combined ratings/share was 34.4/64.5, compared to last year's 34.3/66.8.

■ CBS took Monday the week's highest-rated night of television (17/30), on the strength of *Kate & Allie*, *Newhart* and *Cagney & Lacey*, the last withstanding a strong performance by NBC's special on Nancy Reagan at 10-11 p.m. NYT.

■ Tuesday night's schedule of 11 programs for the three networks featured only five programs that made it into double figures in ratings, with three of the five being the regular NBC schedule, which finished 19th, 14th and 16th, respectively (*A Team*, *Riptide* and *Remington Steele*).

■ CBS scored a 15/26 with the *CBS Wednesday Night Movie*, "Marian Rose White," at 9-11 p.m. NYT, to help that network to its win that night. A strong performance by *Hotel* (17.3/21) at 10-11 p.m. NYT, on ABC was not enough to offset lower numbers for *Dynasty*, which scored a 9.7/17.

■ Thursday on NBC scored a combined 16.8/31, making it the second highest-rated night of the week. Once again, *Cosby* was the top-rated show of the week (21/41). The competition featured *20/20* (ABC) and the 12th-ranked show of the week, *Simon and Simon* (CBS), 9-10 p.m. NYT.

■ Friday on NBC featured the seventh-ranked show of the week, *Miami Vice* (16.5/30), 10-11 p.m. NYT. A *CBS Special Movie Presentation* (9-11 p.m. NYT), "Take Your Best Shot," scored a 10.6/20.

■ Saturday on ABC was the lowest-rated night of the week at 10/21. The evening's highest-rated program was NBC's *Hunter* (11.1/22), 10-11 p.m.

■ NBC stole an unusual win from the usually triumphant CBS on Sunday night with the *NBC Sunday Night Movie*, "Code of Vengeance," which tied for second on the week's schedule (19/35). The *ABC Sunday Night Movie*, "Call to Glory: JFK," rated a 9.9./17.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	21.0/41
2.	Family Ties	NBC	19.8/37
3.	Code of Vengeance	NBC	19.6/35
4.	Cagney & Lacey	CBS	19.1/33
5.	Newhart	CBS	17.9/30
6.	Cheers	NBC	17.2/31
7.	Miami Vice	NBC	16.5/30
8.	Kate & Allie	CBS	16.5/28
9.	20/20	ABC	15.3/28
10.	Night Court	NBC	15.2/27
11.	Murder, She Wrote	CBS	15.1/30
12.	Simon & Simon	CBS	15.1/27
13.	Marian Rose White	CBS	15.0/26
14.	Scarecrow & Mrs. King	CBS	14.7/27
15.	Riptide	NBC	14.2/24
16.	Remington Steele	NBC	14.1/26
17.	Hill Street Blues	NBC	13.8/25
18.	A Team	NBC	13.5/26
19.	Not in Front of the Children	CBS	13.2/23
20.	Trapper John, M.D.	CBS	12.8/23
21.	First Lady: Nancy Reagan	ABC	12.7/22
22.	Last House: Yesterday	NBC	12.4/23
23.	Who's the Boss?	ABC	12.4/21
24.	Hotel	ABC	12.3/21
25.	Crazy Like A Fox	CBS	12.3/22
26.	60 Minutes	CBS	11.6/26
27.	Hunter	NBC	11.1/22
28.	Fall Guy	ABC	10.9/22
29.	Take Your Best Shot	CBS	10.6/20
30.	People Do the Craziest Things	ABC	10.6/20
31.	Webster	ABC	10.5/23
32.	Finder of Lost Loves	ABC	10.5/21
33.	Magnum, P.I.	CBS	10.5/20
34.	Love Boat	ABC	10.2/21
35.	Knight Rider	NBC	10.1/20
36.	Ohmies A Break	NBC	10.0/21
37.	Knots Landing	CBS	10.0/18
38.	Facts of Life	NBC	9.9/21
39.	Reaching for the Stars	NBC	9.9/17
40.	Call to Glory: JFK	ABC	9.9/17
41.	Foulups, Bleeps & Blunders	ABC	9.8/18
42.	Three's a Crowd	ABC	9.7/19
43.	Matt Houston	ABC	9.7/18
44.	Dynasty	ABC	9.7/17
45.	Mama's Family	NBC	9.6/19
46.	Benson	ABC	9.6/19
47.	Double Trouble	NBC	9.4/19
48.	T.J. Hooker	ABC	9.2/21
49.	It's Your Move	NBC	9.2/20
50.	MacGruder & Loud	ABC	9.0/16
51.	Mike Hammer	CBS	8.9/15
52.	Monday Night Baseball	ABC	8.9/16
53.	Hail to the Chief	ABC	8.8/15
54.	Comedy Factory	ABC	8.5/15
55.	9/R	CBS	8.5/17
56.	On Our Way	CBS	8.5/17
57.	Midas Valley	ABC	8.4/15
58.	Diff'rent Strokes	NBC	8.3/19
59.	News Special: Flight #847	ABC	8.1/15
60.	V	NBC	8.1/16
61.	Alice	CBS	8.1/16
62.	Dukes of Hazzard	CBS	7.8/17
63.	Silver Spoons	NBC	7.6/17
64.	Ripley's Believe It Or Not	ABC	7.5/16
65.	Charlie in Charge	CBS	7.3/15
66.	Ripley's Believe It Or Not	ABC	7.1/14
67.	Jeffersons	CBS	7.0/14
68.	Cover-Up	CBS	6.8/15
69.	Spencer	NBC	6.6/14
70.	Michael Nesmith in TV Purgatory	NBC	5.8/13

*Indicates premiere episode

augment daytime standard radiation pattern. App. June 28.

■ WHOF (1320 khz) Coleman, Fla.—Seeks MP to change SL. App. June 25.

■ WIZZ (1250 khz) Streator, Ill.—Seeks CP to make changes in ant. sys. App. June 28.

■ WANO (1230 khz) Pineville, Ky.—Seeks mod. of lic. to operate during specified hours, 6 a.m. to 7 p.m. App. June 25.

■ KLPL (1050 khz) Lake Providence, La.—Seeks CP to make changes in ant. sys. and reduce power output of transmitter to 190 w. App. June 28.

FM's

Tendered

■ *WFAE (90.7 mhz) Charlotte, N.C.—Seeks CP to change TL; change HAAT to 390.32 ft., and make changes in ant. sys. App. June 28.

■ *WWVU-FM (91.7 mhz) Morgantown, W. Va.—Seeks CP to make changes in ant. sys. App. July 1.

Accepted

■ *WETA-FM (90.9 mhz) Washington—Seeks CP to make changes in ant. sys. App. June 27.

■ *WRAS (88.5 mhz) Atlanta—Seeks mod. of CP to move ant. 724 ft. and change tower height. App. June 26.

■ KSTP-FM (94.5 mhz) St. Paul—Seeks mod. of lic. to operate former main facilities for ant. purposes. App. June 28.

■ *New (90.7 mhz) Batavia, N.Y.—Seeks mod. of CP to install circular polarized ant. and change ERP to .92 kw. App. June 26.

■ *WBGU (88.1 mhz) Bowling Green, Ohio—Seeks CP to change TL; install new ant., and change ERP to .959 kw. App. July 1.

■ WDFM (98.1 mhz) Defiance, Ohio—Seeks mod. of CP to change ant. height to 575 ft. App. July 1.

■ WIBF-FM (103.9 mhz) Jenkintown, Pa.—Seeks CP to change ERP to 340 w. App. June 25.

■ New (97.7 mhz) Folly Beach, S.C.—Seeks CP to change TL and make changes in ant. sys. App. June 26.

TV's

Accepted

■ KVVT (ch. 64) Barstow, Calif.—Seeks MP to change ERP to vis. 3,228 kw, aur. 645.6 kw; change HAAT to 1,572 ft.; replace ant., and change TL. App. June 28.

■ WPWR-TV (ch. 60) Aurora, Ill.—Seeks CP to install aux. ant. sys. App. June 28.

■ KMSO-TV (ch. 17) Missoula, Mont.—Seeks MP to change ERP to vis. 300 kw, aur. 30 kw; change HAAT to 263.7 ft.; change TL, and replace ant. App. June 26.

■ WBTV (ch. 3) Charlotte, N.C.—Seeks CP to install new aux. ant. App. June 25.

■ WDAU-TV (ch. 22) Scranton, Pa.—Seeks CP to change ERP to vis. 3,580 kw, aur. 358 kw; change HAAT to 1,411 ft.; change TL, and replace ant. App. July 1.

■ KSUZ-TV (ch. 15) Abilene, Tex.—Seeks MP to change ERP to 3,221 kw, aur. 322.1 kw; change HAAT to 1,270 ft., and change TL. App. June 26.

■ WJPR (ch. 21) Lynchburgh, Va.—Seeks MP to change ERP to vis. 4,986 kw, aur. 499 kw; change HAAT to 1,638 ft., and replace ant. App. June 25.

Actions

AM's

■ WWBF (1130 khz) Bartow, Fla.—Granted app. to augment nighttime standard pattern. Action June 19.

■ WLVJ (640 khz) Royal Palm Beach, Fla.—Granted app. to change TL. Action June 19.

■ WRFC (960 khz) Athens, Ga.—Granted app. to increase night power to 2.5 kw; change TL, and make changes in ant. sys. Action June 24.

■ KAIN (1040 khz) Vidalia, La.—Granted app. to change TL. Action June 19.

FM's

■ KPFM (105.5 mhz) Mountain Home, Ark.—Granted app. to change TL; change ERP to 1.3 kw, and change HAAT to 474 ft. Action June 18.

■ KBQS (106.3 mhz) Pagosa Springs, Colo.—Dismissed app. to change TL and change HAAT to 1,299 ft. Action June 20.

■ KVMT (104.7 mhz) Vail, Colo.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 451 ft. Action June 16.

■ KATW (101.5 mhz) Lewiston, Idaho—Granted app. to change TL and change HAAT to 848 ft. Action June 18.

■ WENS (97.1 mhz) Shelbyville, Ind.—Granted app. to change TL; change ERP to 23 kw; change HAAT to 739 ft. Action June 21.

■ KJAE (92.7 mhz) Leesville, La.—Granted app. to change HAAT to 328 ft. and make changes in ant. sys. Action June 21.

■ WGRX (100.7 mhz) Westminster, Md.—Granted app. to change HAAT to 857.36 ft. and change ERP to 16 kw. Action June 24.

■ WJMI (99.7 mhz) Jackson, Miss.—Granted app. to install new transmission sys. Action June 21.

■ WHOK (95.5 mhz) Lancaster, Ohio—Dismissed app. to change TL; change HAAT to 500 ft., and make changes in ant. sys. Action June 21.

■ KJOJ (106.9 mhz) Conroe, Tex.—Dismissed app. to change HAAT to 1,474 ft. Action June 21.

■ WVCM (107.3 mhz) Miami, W. Va.—Granted app. to change TL; change ERP to 23.71 kw, and change HAAT to 675.68 ft. Action June 21.

TV's

■ *KVIE (ch. 6) Sacramento, Calif.—Granted app. to change ERP to vis. 100 kw, aur. 1 kw; change TL; change transmitter, and make changes in ant. sys. Action June 21.

■ KFTL (ch. 64) Stockton, Calif.—Granted app. to change ERP to vis. 1,610 kw, aur. 322 kw; change HAAT to 2,982 ft., and change TL. Action June 18.

■ KLJB (ch. 18) Davenport, Iowa—Granted app. to change ERP to vis. 2,950 kw, aur. 295 kw and change HAAT to 989 ft. Action June 21.

■ WDKY-TV (ch. 56) Danville, Ky.—Granted app. to change ERP to 2,777.8 kw, aur. 277.78 kw and change HAAT to 1,253 ft. Action June 21.

■ WCVX (ch. 58) Vineyard Haven, Mass.—Granted app. to reduce ERP to 1,191 kw, aur. 119.1 mhz, and replace ant. Action June 21.

■ WKFT (ch. 20) Fayetteville, N.C.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,842 ft.; replace ant., and change TL. Action June 21.

■ WGGN-TV (ch. 32) Sandusky, Ohio—Granted app. to change ERP to vis. 1,073.4 kw, aur. 107.3 kw; change HAAT to 774.43 ft.; replace ant., and change TL. Action June 21.

Summary of broadcasting as of April 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,838	164	3,002

* Includes off-air licenses.

In Contest

The office of the general counsel made the following decision:

■ San Bernardino, Calif. (Angeles Broadcasting Network, et al)—Granted joint request for settlement agreement by Angeles and Asian-American Broadcasting Foundation and dismissed Asian-American's app. with prejudice. Action June 11.

Chief ALJ Thomas B. Fitzpatrick made the following decision:

■ Madisonville, Tex. (Madison County Broadcasting Co. and Madisonville Media Co., et al) AM Proceeding—Designated ALJ James F. Tierney to preside and scheduled prehearing for Aug. 14 and hearing for Sept. 17. By Order, June 13.

Deputy Chief ALJ James F. Tierney made the following decision:

■ Pahrump, Nev. (Tamarack Investment Corp. and Minority Media of Pahrump Inc., et al) FM Proceeding—Granted joint request for settlement agreement, dismissed Tamarack's app. with prejudice, granted Minority's app. for new FM and terminated proceeding. By MO&O.

ALJ John H. Conlin made the following decision:

■ Mary Esther, Fla. (McGowan Broadcasting, et al). FM Proceeding—By separate orders, granted requests by Mary Esther Broadcasting Co. and Golden Sands Broadcasting and dismissed both app.'s with prejudice. Granted motion for summary decision and resolved air hazard issue in it's favor. By order, June 14.

ALJ Joseph P. Gonzalez made the following decision:

■ Memphis (RKO General Inc, et al). AM Proceeding—Granted motion by River City Radio Ltd. Partnership and dismissed it's app. with prejudice. By order, June 18.

ALJ Edward J. Kuhlmann made the following decision:

■ Sante Fe, N.M. (Susan Harris, et al) TV proceeding—Granted motion by Channel 19 Partnership and dismissed it's app. with prejudice. Granted Clara Rose Apodaca's amendment and changed the name of it's application to CRA Broadcasting Ltd. Partnership. Granted joint request by Susan Harris and Apodaca, dismissed Harris's app. with prejudice, granted CRA's app. for new TV in Sante Fe and terminated proceeding. By MO&O, June 13.

ALJ Walter C. Miller made the following decision:

■ Miami (Harmony Broadcasting Corp., et al) TV Proceeding—Granted motion by Hernandez. Costa and Associates and dismissed it's app. with prejudice. By order, June 19.

ALJ Joseph Stirmer made the following decision:

■ Belmont, N.C. (Scott Neisler, et al) TV Proceeding—By separate orders, granted joint request for settlement agreement by Metro Broadcasting Ltd., Piedmont Crescent Broadcasting Co., Wander Broadcasting of Belmont and Gabriel Broadcasting Co. and dismissed Gabriel's app. with prejudice. Granted request for settlement agreement by Metro. Piedmont and Wander and dismissed Wanders app. with prejudice. Granted joint request for settlement agreement by Metro, Piedmont and Scott Neisler and dismissed Neisler's app. with prejudice. Granted joint request for settlement agreement by Metro and Piedmont and dismissed Piedmont's app. with prejudice. Granted motion to amend and merge Metro and Piedmont's app.'s into new corporation called Metro-Crescent Communications Inc. By MO&O, June 18.

Call Letters

Applications

Call	Sought by
	New AM
WJOR	Raymon & Brenda Chandler, St. Joseph, Tenn.